

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 USIA-15 /032 W

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R 302246Z JUN 77

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 0765

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY TOKYO

UNCLAS SECTION 1 OF 2 CANBERRA 4599

DEPT FOR WASHINGTON COMMERCIAL ACTION GROUP

SYDNEY ALSO PASS TRADE CENTER

TOKYO FOR USTS

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: FY 77 CCP: THIRD QUARTER REPORT

REF: CANBERRA 2575

1. INTRODUCTION AND SUMMARY: THOUGH AUSTRALIAN ECONOMIC RECOVERY REMAINS TENTATIVE, IMPORT LEVELS HAVE REMAINED AT THEIR RELATIVELY HIGH PRE-DEVALUATION LEVELS. PROGRESS OF CCP CAMPAIGNS CONTINUES TO BE ENCOURAGING. MARCH 1977 VALUE OF AUSTRALIAN IMPORTS FROM U.S. REACHED NEW ALL TIME RECORD HIGH.

2. CAMPAIGN 1 - VISIT USA.

MOMENTUM GENERATED BY SUCCESSFUL SECOND QUARTER PROMOTIONS

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IS BEING MAINTAINED, WITH SUBSTANTIAL ASSIST FROM DOLS 70,000 ALLOCATION FOR AUSTRALIA BY U.S. TRAVEL SERVICE. LITERATURE DISTRIBUTION IS BEING STEPPED UP, WITH ARRANGEMENTS BEING MADE FOR NATION-WIDE DISTRIBUTION BY SINGLE CONTRACTOR. VISIT USA COMMITTEE HAS ALREADY DECIDED ON REPEAT PROMOTIONS NEXT YEAR, TO BEGIN FEBRUARY 27 IN SYDNEY AND TO BE FOLLOWED BY PROMOTIONS IN, PROBABLY, MELBOURNE, ADELAIDE, AND BRISBANE.

POSSIBLE INCENTIVE TRAVEL PROGRAM FOR COMPANY EMPLOYEES, IN CONJUNCTION WITH ANSETT AND PAN AM IS BEING EXPLORED, "POW WOW" SELECTION IS UNDERWAY, AND OTHER CAMPAIGN ACTIONS ARE ON SCHEDULE. CONGEN MELBOURNE NOMINATED TWO U.S. TRAVEL FILMS FOR PRESTIGIOUS AUSTRALIAN FOREIGN TRAVEL ASSOCIATION (AFTA) FILM OF THE YEAR AWARD AND COMMENCED PROMOTION OF HAWAII BICENTENNIAL WITH LOCAL TRAVEL INDUSTRY.

3. CAMPAIGN 2 - BUSINESS EQUIPMENT, COMPUTERS AND RELATED EQUIPMENT.

CAMPAIGN MANAGER IS CONTINUING ACTIVE PROGRAM OF CALLS AND MARKET INTELLIGENCE-GATHERING, WHICH INCLUDED TRIP TO MELBOURNE TO DISCUSS CAMPAIGN AND POSSIBLE TIME-SHARING SEMINAR/ EXHIBITION. PREPARATIONS ARE UNDERWAY FOR MULTI-COMPANY TIME-SHARING PROMOTION IN SYDNEY IN 4TH QUARTER, AS EXPLAINED IN 2ND QUARTER REPORT. ACTIONS 3 AND 9 INVOLVING GLOBAL MARKET SURVEY WERE DEPENDENT ON WASHINGTON INITIATION OF GMS, WHICH HAS NOT OCCURRED, AND CONSEQUENTLY THESE ACTIONS HAVE NOT BEEN UNDERTAKEN. OFFSET AS APPLIED TO COMPUTER CONTRACTS HAS BEEN REVIEWED, BUT AS THERE HAS BEEN NO CHANGE IN SITUATION SINCE LAST REPORT, REPORT ENVISAGED IN ACTION 4 WAS DEEMED REDUNDANT AND HAS NOT BEEN DONE.

4. CAMPAIGN 3 - COMMUNICATIONS EQUIPMENT.

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A. MAJOR UNDERTAKING DURING QUARTER HAS BEEN PROMOTION OF INTELCOM '77 WHICH HAS FOREIGN BUYER STATUS. CAMPAIGN MANAGER AND CONGENS SYDNEY AND MELBOURNE PROVIDED MAJOR ASSIST TO JAPANESE REPRESENTATIVES OF HORIZON HOUSE, WHICH IS CONTRACTOR FOR PRE-SHOW PUBLICITY. HORIZON HOUSE REPRESENTATIVES IN THEIR SYDNEY AND MELBOURNE PROMOTIONAL EFFORTS REQUIRED ASSISTANCE BECAUSE OF LANGUAGE AND PRESENTATION PROBLEMS.

B. COMMERCIAL NEWSLETTER ARTICLE ON TELECOMMUNICATIONS INDUSTRY IS SLATED TO APPEAR IN AUGUST NEWSLETTER. AS DISCUSSED CANBERRA E/C CONFERENCE, CMM IS REQUESTED TO PROVIDE MATERIAL FOR ARTICLE.

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INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
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C. CAMPAIGN MANAGER, AFTER CANVASSING INDUSTRY, CONCLUDED THAT INTERNATIONAL RADIO AND ELECTRIC ENGINEERING CONVENTION IN AUGUST 1977 IS NOT WORTH RECOMMENDING TO AMERICAN FIRMS, AS CALLED FOR BY ACTION 4. CONVENTION'S MAILING LIST IS BEING SECURED, HOWEVER, FOR PROMOTING INTELCOM '77.

D. CAMPAIGN MANAGER INITIATED SCHEDULING BY E/C OFFICERS AND USIS IN MELBOURNE AND SYDNEY, UNDER AUSPICES OF USIS VOLUNTARY SPEAKER PROGRAM, OF TELECOMMUNICATIONS EXPERT, MRS. ANN BRANSCOMBE.

5. CAMPAIGN 4 - CONSUMER GOODS.

ALL POSTS PARTICIPATED IN SUPPORTING OUTDOOR RECREATION EQUIPMENT EXHIBITION AT SYDNEY TRADE CENTER. TC DIRECTOR TERMED SUPPORT OUTSTANDING. IT RESULTED IN OUT-OF-STATE UNCLASSIFIED

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VISITOR PERCENTAGE OF 10.4 PERCENT, HIGHEST ON RECORD. ACTIONS 4 AND 5, DEFERRED FROM 2ND QUARTER, WERE COMPLETED. DEFERRED ACTION 9 REMAINS DEFERRED BECAUSE OF WASHINGTON ADVICE THAT NO ADDITIONAL TRADE MISSIONS POSSIBLE FOR AUSTRALIA IN FY 78. GEORGE'S IN-STORE PROMOTION OPENED JUNE 20, AND THOUGH FINAL ASSESSMENT NOT YET AVAILABLE, STORE OFFICIALS EXTREMELY PLEASED WITH RESULTS. OTHER CAMPAIGN ACTIONS ON SCHEDULE.

6. CAMPAIGN 5 - METALWORKING AND FINISHING MACHINERY AND EQUIPMENT.

FINAL PREPARATIONS WERE UNDERTAKEN FOR INFORMATION BOOTH AT AIEE EXHIBITION IN MELBOURNE IN JULY. INFORMATION BOOTH IS AN INITIATIVE NOT ORIGINALLY INCLUDED IN CAMPAIGN BUT DEvised BY CAMPAIGN MANAGER AS PROMISING PROMOTIONAL VEHICLE. IF THIS EXPERIMENTAL UNDERTAKING PROVES SUCCESSFUL, IT WILL BE MODEL FOR SIMILAR UNDERTAKINGS IN FUTURE IN OTHER CAMPAIGNS. SUCCESSFUL VTR/CATALOG SHOWS IN ADELAIDE AND PERTH, ALONG LINES DESCRIBED MORE EXTENSIVELY IN PRIOR REPORTING, GENERATED SUBSTANTIAL NUMBERS OF TRADE LEADS.

7. CAMPAIGN 6 - FOOD PROCESSING AND PACKAGING EQUIPMENT.

ALL SCHEDULED 3RD QUARTER CAMPAIGN ACTIONS COMPLETED, AND PROGRAM LAID OUT IN CAMPAIGN 6 HAS ESSENTIALLY BEEN COMPLETED WITH ONE QUARTER YET TO GO. MAJOR EVENT OF QUARTER WAS SUCCESSFUL MULTI-STOP FISHING EQUIPMENT CATALOGUE SHOW, WHICH DEMONSTRATED THAT MOBILE SHOW IS FEASIBLE. ONE SET OF CATALOGUES FROM SHOW HAS BEEN SHIPPED TO PERTH FOR LOCAL EXHIBITION. SUCCESSFUL BSP AT SYDNEY TRADE CENTER WAS PUT ON BY UNIVERSAL MACHINERY CORPORATION. FOR NEXT QUARTER WASHINGTON ASSISTANCE IS DESIRED IN PROVIDING INFORMATION FOR COMMERCIAL NEWSLETTER ARTICLE. CAMPAIGN MANAGER

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PARTICULARLY INTERESTED IN SUCH THINGS AS INDUSTRY PROFILE PREPARED FOR OPD.
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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009